

THE CDC TEAMS UP WITH RADIO UNICA TO EDUCATE PARENTS AND GET TWEENS TO ENGAGE IN POSITIVE ACTIVITIES

New Dra. Isabel Town Hall Meetings and the Wal-Mart Health Tour to play major role in informing Hispanic/Latino community about the “VERB.™ It’s what you do.” Youth Media Campaign

MIAMI (October, 2002)– The U. S. Department of Health and Human Services’ Centers for Disease Control and Prevention (CDC) and Radio Unica are teaming up to educate and encourage healthy, positive lifestyles among 9- to 13-year-olds, an age group known in marketing terms as “tweens.” The youth media campaign called “*VERB. It’s what you do,*” which is branded “*VERB. Ponte las Pilas.*” (means *get moving* in Spanish), will use mass media, interactive media, partnerships, and community events to help tweens increase their levels of positive activity.

As part of a media partnership between Radio Unica and the CDC, nationally renowned Radio Unica radio personality Dra. Isabel will host a series of live on-air two-hour town hall meetings broadcast from Miami, Houston, and Los Angeles. These are especially developed to inform parents, educators, and community leaders about the campaign and what can be done locally to get tweens involved in physical and prosocial (organized group) activity. Community leaders in selected cities will be invited to join Dra. Isabel as guests on the show. They will provide insight and information on the positive effects activity has on physical and mental health, options between physical and nonphysical activity, and the social and emotional benefits of group activities and affiliations.

“Partnerships with community leaders, ethnic organizations, the media, and corporations are critical to the campaign’s success,” said U. S. Health and Human Services Secretary Tommy G. Thompson. “The media partnership with Radio Unica serves as a communications bridge with the Hispanic/Latino community to increase awareness, reinforce positive messages, and encourage parents and children to take active steps toward healthy lifestyles.”

The integrated, national, multicultural campaign will reach African American, Asian American/Pacific Islander, Native American, and Hispanic/Latino U. S. populations. VERB was developed to address a number of alarming issues tweens, especially Hispanics/Latinos, are facing such as high overweight rates, Type 2 diabetes, sedentary behaviors (TV, video, and computer games), and risky behaviors. Some alarming facts include: 30.4 percent of all Hispanic/Latino children in the United States are overweight; the incidence rate of Type 2 diabetes is higher among Hispanic/Latino children than Caucasian children, and it’s rising; Hispanic children watch 4 hours of TV per day, time that could be spent on positive activities.

“Encouraging youth to be healthy and active is of high, personal importance and is something that parents, family members, and other authority figures across the country can easily encourage our children to do,” says talk show host Dra. Isabel Gomez-Bassols. “Encouraging positive, healthy behavior at an age when youth are very impressionable has proven to help deter youth from engaging in unhealthy, risky behavior.”

In addition to the Dra. Isabel Town Hall Meetings, the CDC is joining the Radio Unica Wal-Mart Health Fair as a sponsor of the outreach program developed in an effort to provide much needed health care services to underserved Hispanic/Latino communities in Los Angeles, San Francisco,

Fresno, CA, McAllen, TX, San Antonio, Houston, Phoenix, Miami, Chicago, and New York. Of these 10 markets, Los Angeles, Miami, San Antonio, and Houston feature an interactive activity center called *VERB* to encourage activity among Hispanic/Latino youth.

About CDC Youth Media Campaign “*VERB. Ponte las Pilas.*”

“*VERB. Ponte las Pilas.*” is the Spanish-language brand developed for the U. S. Department of Health and Human Services' Centers for Disease Control and Prevention's (CDC) Youth Media Campaign “*VERB. It's what you do.*” “Ponte las Pilas” is a familiar Hispanic/Latino colloquialism understood to mean “get moving.” This national, integrated, multicultural campaign is designed to promote healthier lifestyles for tweens (9 to 13 year-olds) and their families by encouraging them to embrace a VERB (run, dance, bike, draw, sing, etc.) that they like to do and become active and involved in regular positive activity. The goal of the campaign is to increase positive activity, prosocial and physical activities, among tweens through influencers (parents, teens, teachers, coaches, etc.), media partnerships, and community efforts.

To effectively reach out to the Hispanic/Latino community, campaign efforts will be culturally relevant and bilingual. The campaign will use television, radio, magazine ads, movie trailers, and the Internet to reach youth across the country. Other components of the campaign include extensive partnerships with media, private companies, and community-based organizations in conjunction with research and evaluation efforts. For more information, visit the campaign website at www.cdc.gov/youthcampaign. For youth information, visit www.VERBnow.com.

About Radio Unica

Radio Unica Communications Corp. (Nasdaq: UNCA), Hispanic America's talk and sports radio network, broadcasts in Spanish, 24-hours-a-day nationwide. Radio Unica Network covers approximately 80 percent of Hispanic USA through a group of owned and/or operated stations and affiliates nationwide. The company's radio operations include Radio Unica Network and an owned and/or operated station group covering the top U. S. Hispanic markets including Los Angeles, New York, Miami, San Francisco, Chicago, Houston, San Antonio, McAllen, Dallas, Fresno/Bakersfield, Phoenix, Tucson, Sacramento, and Denver. The company also owns MASS Promotions, Inc. the country's premier Hispanic sales promotion and merchandising firm. For more information about Radio Unica, please visit www.radiounica.com.

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